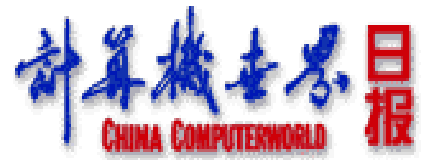# 2000 VIRTUAL TRADE MISSION TO CHINA

in conjunction with

CHINA COMPUTERWORLD EXPO

August 21-24, 2000

What is a Virtual Trade Mission?

A Virtual Trade Mission is an innovative new program offered by the U.S. Department of Commerce that allows you to use the Internet and video-conferencing technology to market your products and services abroad without having to travel. While a Virtual Trade Mission is not a substitute for face-to-face business interactions, it provides an excellent way of establishing contacts abroad in a low-risk, low-cost manner. We invite you to participate in this unique opportunity to showcase your products and services for one full year to a diverse market of buyers.

Why should I participate in the 2000 Virtual Trade Mission to China?

The *2000 Virtual Trade Mission to China* will provide excellent exposure for U.S. computer-related firms as it will be held in conjunction with *China Computerworld Expo,* August 21-24, 2000, in Beijing. *China Computerworld Expo* is China's largest IT show for business users and resellers, with an estimated 300,000 attendees. This event will address computer manufacturing, computers, peripherals, software, Internet, and online services. Attendees will include major institutional corporate and government users, CIOs, MIS, and KM professionals, resellers, ISVs, and more.

What are my options and what do they cost?

We encourage you to participate in the complete *Virtual Trade Mission* consisting of the following two components:

C **Initial Entry – E-ExpoUSA**

Before *China Computerworld Expo,* your company, as well as the event, will be promoted to local Chinese businesses and target purchasers. **During** *China Computerworld Expo*, your company and product information, translated into Chinese, will be featured on **E-ExpoUSA**, an electronic showcase of U.S. products and services, that visitors will be able to access online. Additionally, your company product literature will be displayed at the trade show. We will have Chinese-speaking Department of Commerce personnel on hand at the show to demonstrate the web site and answer questions about your company and products. We will provide you with customized trade leads during and following the event, and we will continue to host your materials on **E-ExpoUSA for one year**. Please visit the **E-ExpoUSA** site at http://e-expousa.doc.gov for more detailed information. Cost of exhibiting through **E-ExpoUSA: $750.**

C **Follow-Up Leads – Video Gold Key**

You will be able to build upon your E-Expo exposure by participating in the **Video Gold Key Service**, a customized program for export-ready U.S. companies. Through this service, we will arrange high-quality pre-screened, one-on-one appointments via video conferencing with contacts whose interests and objectives match yours. Please note we need approximately six weeks lead-time to organize these. To see success stories about users of the **Video Gold Key Service**, please visit http://www.usatrade.gov and follow the link to Video Conferencing Services.

Whom should I contact?

Tu-Trang Phan, International Trade Administration
Room 2806, 14th & Constitution, NW, Washington DC 20230
Phone 202-482-0480, Fax 202-482-3002; e-mail Tu-Trang_Phan@ita.doc.gov

What is the registration deadline?

The deadline to register to participate in the *China Computerworld Expo* via **E-ExpoUSA** is July 24, 2000. Materials and payment must be received by this date in order to ensure that your company and product information is translated properly.